



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**566 S. Route 303**  
**Blauvelt, NY 10913**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959265-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Florida Federation for Child	FL FED FOR CHILDREN	532

Flight Dates	Order #	Alt Order #
10/08/12 - 10/21/12	959265	06358618

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/15/12	10/17/12	Good Morning America	7-9AM	M-W----	:30	2	\$850.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-W----	2	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	7:55 AM	Good Morning America	7-9AM	:30	FFCTV-12-003HD	\$850.00 NM
2	WPBF	W	10/17/12	7:25 AM	Good Morning America	7-9AM	:30	FFCTV-12-003HD	\$850.00 NM
2	10/08/12	10/10/12	Good Morning America	7-9AM	M-W----	:30	2	\$850.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-W----	2	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	8:49 AM	Good Morning America	7-9AM	:30	FFCTV-12-003HD	\$850.00 NM
2	WPBF	W	10/10/12	8:41 AM	Good Morning America	7-9AM	:30	FFCTV-12-003HD	\$850.00 NM
3	10/10/12	10/10/12	10-11a Anderson Cooper	10-11a	--1----	:30	1	\$350.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--1----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/10/12	10:22 AM	10-11a Anderson Cooper	10-11a	:30	FFCTV-12-003HD	\$350.00 NM
4	10/16/12	10/18/12	The View	11A-12PM	-T-T---	:30	2	\$1,500.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-T-T---	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/16/12	11:00 AM	The View	11A-12PM	:30	FFCTV-12-003HD	\$1,500.00 NM
1	WPBF	Th	10/18/12	10:59 AM	The View	11A-12PM	:30	FFCTV-12-003HD	\$1,500.00 NM
5	10/09/12	10/11/12	The View	11A-12PM	-T-T---	:30	2	\$1,500.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-T-T---	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/09/12	10:59 AM	The View	11A-12PM	:30	FFCTV-12-003HD	\$1,500.00 NM
2	WPBF	Th	10/11/12	11:33 AM	The View	11A-12PM	:30	FFCTV-12-003HD	\$1,500.00 NM
6	10/15/12	10/17/12	WPBF News 25 @ Noon	12pm-1230pm	M-W----	:30	2	\$500.00	NM



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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959265-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser		Product	Estimate Number
Florida Federation for Child		FL FED FOR CHILDREN	532

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	M-W----				2	\$500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		10/15/12	12:26 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-003HD	\$500.00	NM
2 WPBF W		10/17/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-003HD	\$500.00	NM
7	10/08/12	10/10/12	WPBF News 25 @ Noon	12pm-1230pm	M-W----	:30	2	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	M-W----				2	\$500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF M		10/08/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-003HD	\$500.00	NM
1 WPBF W		10/10/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-003HD	\$500.00	NM
8	10/16/12	10/18/12	Dr. Oz	4-5p	-T-T---	:30	2	\$675.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	-T-T---				2	\$675.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Tu		10/16/12	4:29 PM	Dr. Oz	4-5p	:30	FFCTV-12-003HD	\$675.00	NM
2 WPBF Th		10/18/12	4:29 PM	Dr. Oz	4-5p	:30	FFCTV-12-003HD	\$675.00	NM
9	10/09/12	10/11/12	Dr. Oz	4-5p	-T-T---	:30	2	\$675.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	-T-T---				2	\$675.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Tu		10/09/12	4:39 PM	Dr. Oz	4-5p	:30	FFCTV-12-003HD	\$675.00	NM
2 WPBF Th		10/11/12	4:25 PM	Dr. Oz	4-5p	:30	FFCTV-12-003HD	\$675.00	NM
10	10/15/12	10/17/12	M-F 5pm News	5-6pm	M-W----	:30	2	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	M-W----				2	\$750.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		10/15/12	5:28 PM	M-F 5pm News	5-6pm	:30	FFCTV-12-003HD	\$750.00	NM
2 WPBF W		10/17/12	5:57 PM	M-F 5pm News	5-6pm	:30	FFCTV-12-003HD	\$750.00	NM
11	10/16/12	10/18/12	WPBF News 25 @ 6:00PM	6-6:30PM	-T-T---	:30	2	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	-T-T---				2	\$1,500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Tu		10/16/12	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-003HD	\$1,500.00	NM
2 WPBF Th		10/18/12	6:11 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-003HD	\$1,500.00	NM
12	10/09/12	10/11/12	WPBF News 25 @ 6:00PM	6-6:30PM	-T-T---	:30	2	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	-T-T---				2	\$1,500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Tu		10/09/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-003HD	\$1,500.00	NM
2 WPBF Th		10/11/12	6:26 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-003HD	\$1,500.00	NM
13	10/17/12	10/17/12	Jeopardy	7:30-8PM	--1----	:30	1	\$2,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	--1----				1	\$2,700.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																												
13	10/17/12	10/17/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	--1----	:30	1	\$2,700.00	NM																																												
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>W</td><td>10/17/12</td><td>7:53 PM</td><td>Jeopardy</td><td>7:30-8PM</td><td>:30</td><td>FFCTV-12-003HD</td><td>\$2,700.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WPBF	W	10/17/12	7:53 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-003HD	\$2,700.00	NM																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																											
1	WPBF	W	10/17/12	7:53 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-003HD	\$2,700.00	NM																																											
14	10/10/12	10/10/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	--1----	:30	1	\$2,700.00	NM																																												
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>--1----</td><td>1</td><td>\$2,700.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>W</td><td>10/10/12</td><td>7:52 PM</td><td>Jeopardy</td><td>7:30-8PM</td><td>:30</td><td>FFCTV-12-003HD</td><td>\$2,700.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	--1----	1	\$2,700.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WPBF	W	10/10/12	7:52 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-003HD	\$2,700.00	NM										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																
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1	WPBF	W	10/10/12	7:52 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-003HD	\$2,700.00	NM																																											
15	10/18/12	10/18/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible	11-11:35PM	---1---	:30	1	\$1,500.00	NM																																												
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/15/12</td><td>10/21/12</td><td>---1---</td><td>1</td><td>\$1,500.00</td></tr></table> <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>Th</td><td>10/18/12</td><td>11:15 PM</td><td>M-SUN WPBF News 25 @ 11PM</td><td>11-11:35PM</td><td>:30</td><td>FFCTV-12-003HD</td><td>\$1,500.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/15/12	10/21/12	---1---	1	\$1,500.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WPBF	Th	10/18/12	11:15 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	FFCTV-12-003HD	\$1,500.00	NM										
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16	10/11/12	10/11/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible	11-11:35PM	---1---	:30	1	\$1,500.00	NM																																												
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17	10/20/12	10/20/12	Sat 8-9am News Class of Time- Immediately Pre-emptible No Makegood Required	Sat 8-9am	-----1-	:30	1	\$550.00	NM																																												
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1	WPBF	Sa	10/20/12	8:13 AM	Sat 8-9am News	Sat 8-9am	:30	FFCTV-12-003HD	\$550.00	NM																																											
18	10/13/12	10/13/12	Sat 8-9am News Class of Time - Fixed Non Pre-emptible	Sat 8-9am	-----1-	:30	1	\$550.00	NM																																												
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19	10/20/12	10/20/12	Sat 7pm News Class of Time - Fixed Non Pre-emptible	7-730pm	-----1-	:30	1	\$1,000.00	NM																																												
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21	10/21/12	10/21/12	Sun 8-9am News Class of Time - Fixed Non Pre-emptible	Sun 8-9am	-----1	:30	1	\$550.00	NM																																												
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Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959265-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Florida Federation for Child	FL FED FOR CHILDREN	532	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/21/12	10/21/12	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	8:30 AM	Sun 8-9am News	Sun 8-9am	:30	FFCTV-12-003HD	\$550.00 NM
22	10/14/12	10/14/12	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----1	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/14/12	8:57 AM	Sun 8-9am News	Sun 8-9am	:30	FFCTV-12-003HD	\$550.00 NM
23	10/14/12	10/14/12	Sun 630pm News	630-7pm	-----S	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/14/12	6:55 PM	Sun 630pm News	630-7pm	:30	FFCTV-12-003HD	\$1,000.00 NM
24	10/10/12	10/12/12	Dr. Oz M-F 9-10a	9-10a	--WTF--	:30	3	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	--WTF--	3	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/10/12	9:39 AM	Dr. Oz M-F 9-10a	9-10a	:30	FFCTV-12-003HD	\$350.00 NM
3	WPBF	Th	10/11/12	9:55 AM	Dr. Oz M-F 9-10a	9-10a	:30	FFCTV-12-003HD	\$350.00 NM
2	WPBF	F	10/12/12	9:38 AM	Dr. Oz M-F 9-10a	9-10a	:30	FFCTV-12-003HD	\$350.00 NM
25	10/15/12	10/15/12	Dr. Oz M-F 9-10a	9-10a	M-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	M-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	9:11 AM	Dr. Oz M-F 9-10a	9-10a	:30	FFCTV-12-003HD	\$350.00 NM
<b>Total Spots</b>							<b>37</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$35,950.00</b>
<u>Agency Commission</u>	<b>\$5,392.50</b>
<u>Net Amount Due</u>	<b>\$30,557.50</b>